

GETTING STARTED WITH MARKET DATA



Puttasak Tantisuttivet
Data Research Manager



Kla Tangsuwan
Chief Executive Officer



Warat Wongmaneekit
Chief Product Officer

CHALLENGES IN 2021



*Consumers
change too fast*



*There will be a higher
competition in
Digital Marketing*



*1st party data
is too delayed and costly*



MARKET DATA



MUTELU

ມູເຕຣູ

“เพื่อความเป็น สิริมงคล”

“เบอร์มงคล”



1.5K mentions per month
78K engagements per month
166K search volumes per month

**In the last 6 Months*

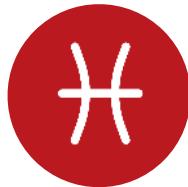
“สิริมงคล”



1.4K mentions per month
1.8M engagements per month
39K search volumes per month

**In the last 6 Months*

MOST POPULAR ZODIAC



ราศีมีน
Pisces
279K
engagements



ราศีพฤษภ
Taurus
179K
engagements



ราศีเมษ
Aries
142K
engagements



ราศีกรกฎ
Cancer
133K
engagements



ราศีธนู
Sagittarius
103K
engagements

MOST POPULAR TOPIC



แฟน, ความรัก
Love
39.7M
engagements



ความร่ำรวย
Wealth
12M
engagements



ครอบครัว
Family
7M
engagements



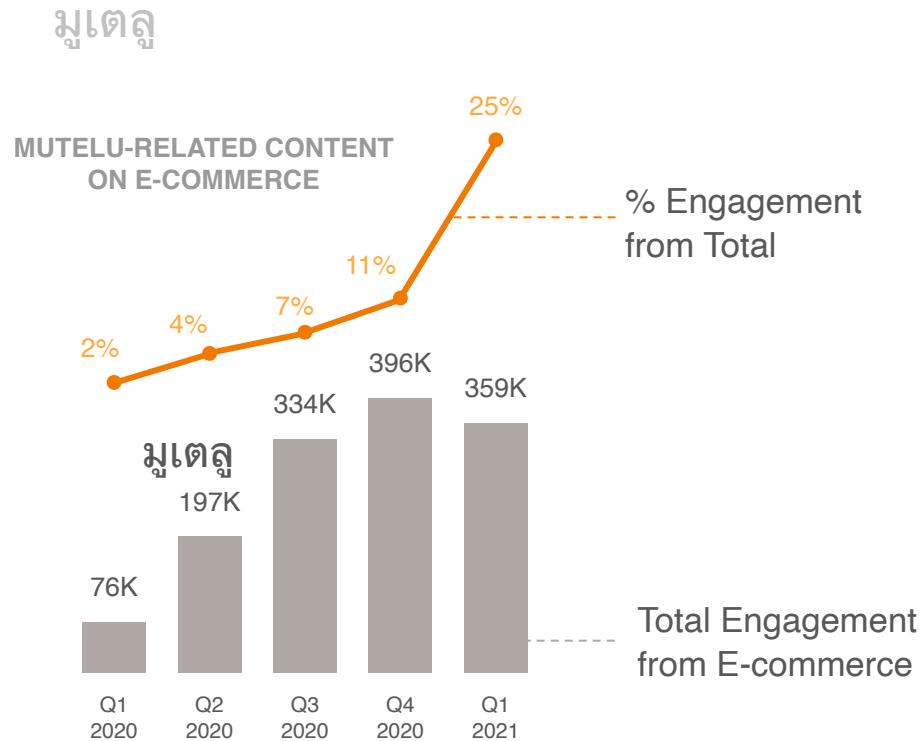
ความสำเร็จ
Success
6M
engagements



การเงิน
Finance
4M
engagements

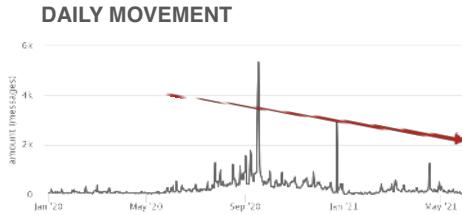
Period of Data: Jan 2020 - Apr 2021

“MUTELU” CONTENT GROWTH IN E-COMMERCE

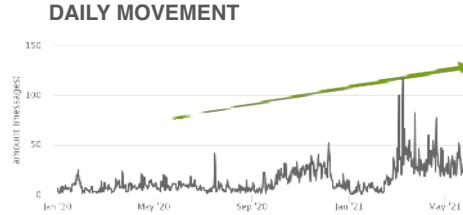


FOR YOUR IDEA

“ไอเดีย” 



“Online Horoscope” 



“Clubhouse” 



Period of Data: Jan 2020 - Apr 2021

Influencer
Horoscope



หมวดช่าง ทศพร ศรีตุลา

58 mentions
2.6M engagements
(45.5K engagements/post)



หมวดกุญแจ คอนเพิร์ม

คุณวีระแก้วทุกท่าน
137 mentions
2.5M engagements
(25.8K engagements/post)



โทรพันธ์ ลักษณ์ เรือนิเทศ

257 mentions
963K engagements
(3,750 engagements/post)

Influencer
Lifestyle



ไดโนเสาร์

257 mentions
964K engagements
(4,156 engagements/post)



EventPass

139 mentions
389K engagements
(2,802 engagements/post)



Wongnai Beauty

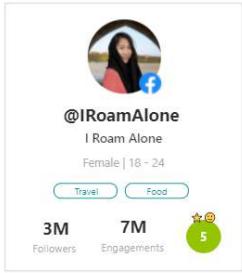
257 mentions
964K engagements
(288 engagements/post)

Period of Data: Jan - May 2021



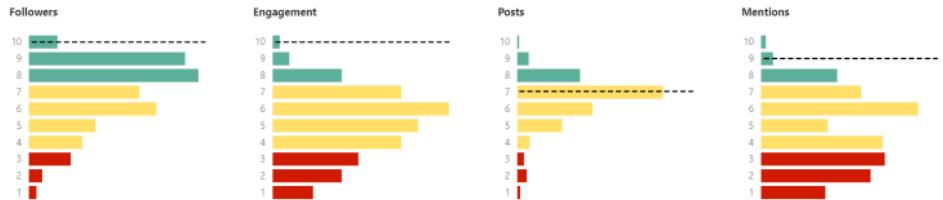
BETTER ANALYSIS

INFLUENCER LANDSCAPE

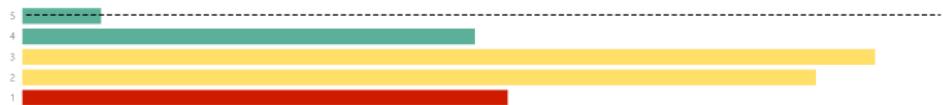


Cluster Comparison

Comparison with others in the same cluster



Influencer Score



FOR YOUR IDEA

Explore New
Influencers by Topics

Consistency of
Performance

Growth Potential

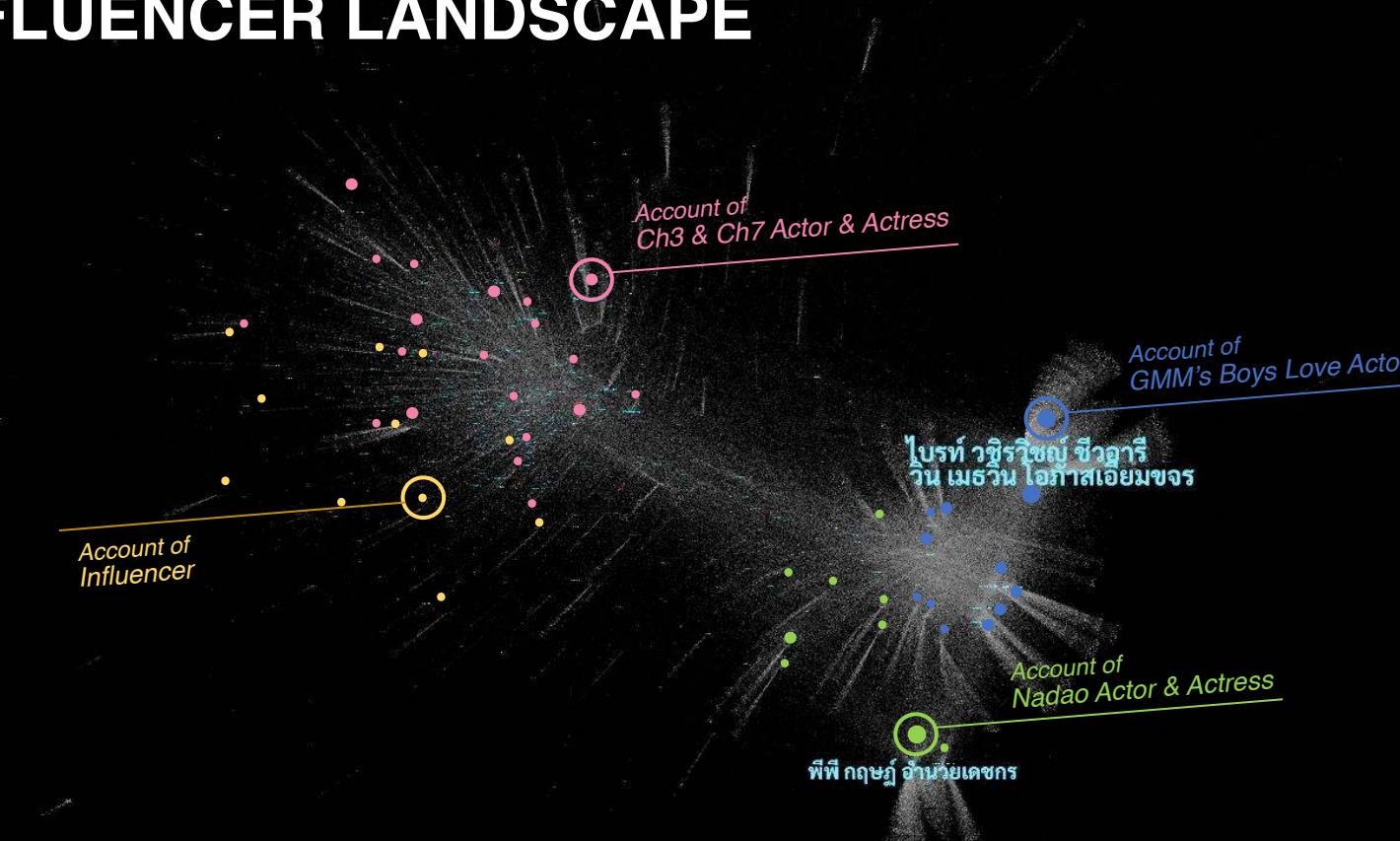
Branded Related
Content

Quality Feedback

Reputation



INFLUENCER LANDSCAPE







HOW WE COLLECT AND PROCESS MARKET DATA

MARKET DATA SURVEY



Typeform

The formstack logo features a green square icon with a white "Z" shape inside, followed by the word "formstack" in a black, sans-serif font.The JotForm logo consists of a circular icon containing a white pencil with an orange tip, followed by the brand name "JotForm" in a bold, orange, sans-serif font.

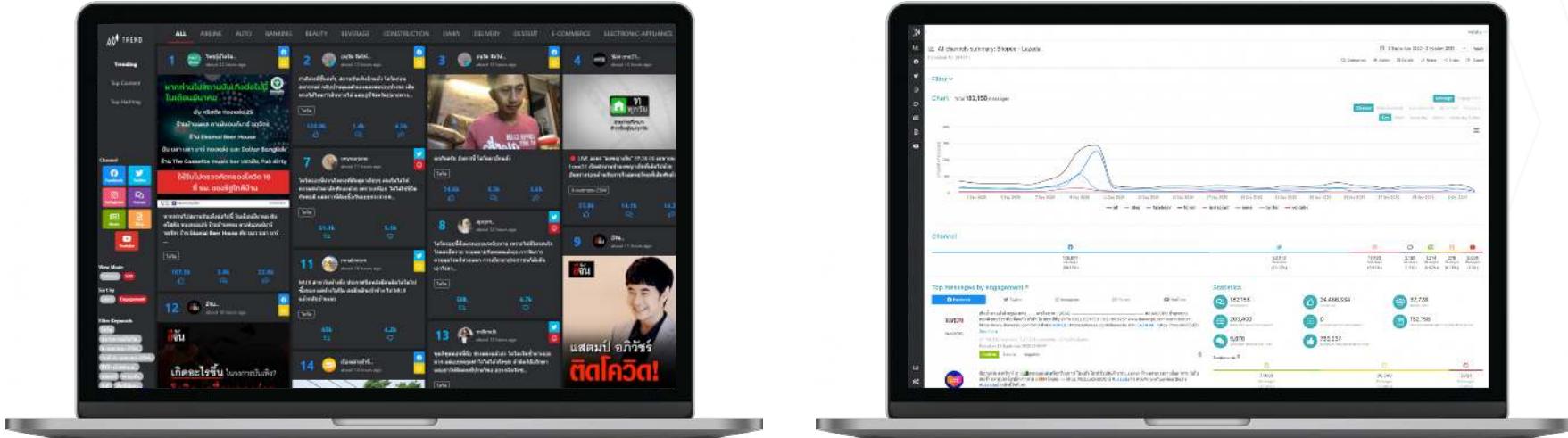
GOOGLE TREND

Monday, April 5, 2021

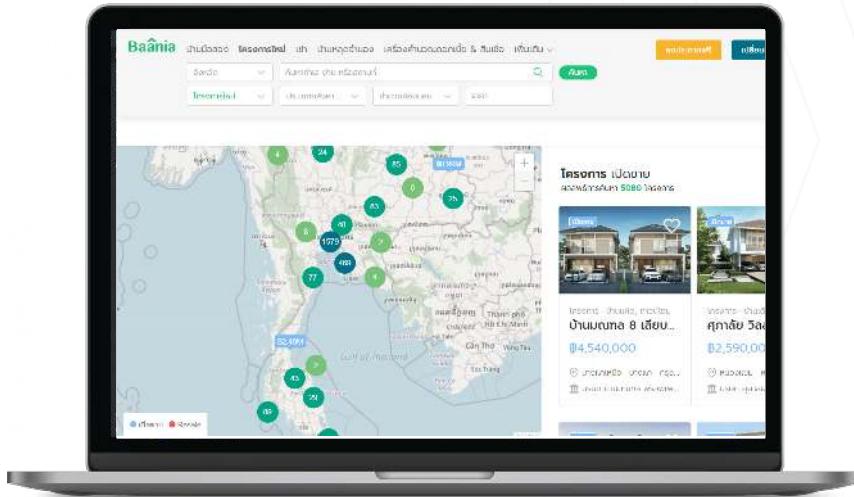
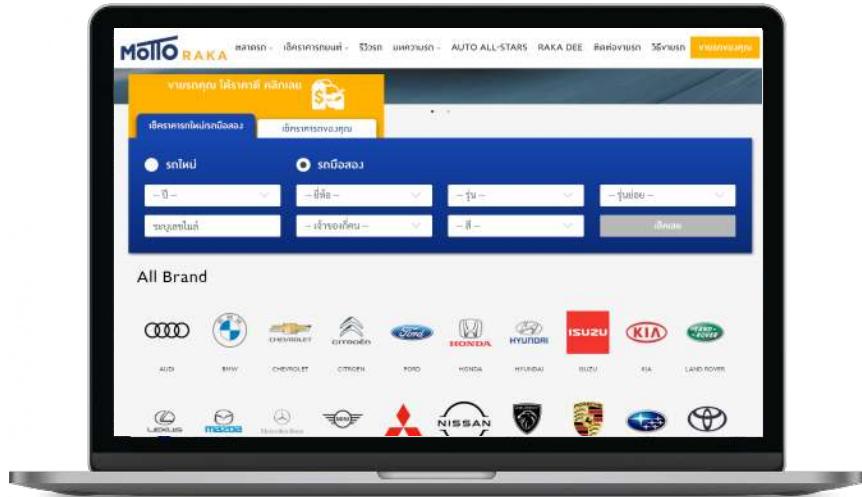
1	ນມ33ເຮົາຮັກນິນ	200K+	 searches
	ນມ33ເຮົາຮັກນິນ” ປັບການຄະດີໂຄທ່າງການເສັ້ນທີ່ກົມງວເປັນເປົ້າຍາ 4000 ບາທາ ໄທເອກີ້ - 1d ago		 ໃຫຍ້
2	ເຮົາລົມາດົກຕີ ພນ ລົງວັນພຸດ	200K+	 searches
	ໃຫຍ້ເວລີ 5 ປີເປົ້ານີ້ : ເຮົາລົມາດົກຕີ ພນ ລົງວັນພຸດ ສຶກ ຖົາ ແກ້າຍີກິນເລື້ອງ ຂາດູກ - 14h ago		 ໃຫຍ້
3	ໂຄວີດວັນນີ້	50K+	 searches
	ໂຄວີດວັນນີ້ ຕີ່ເປົ້າເປັນເປົ້າ 250 ລາຍ ວິກາຍາການ 108 ປັນຍອດສອນ 29571 ລາຍ ໄທເອກີ້ - 20h ago		 ໃຫຍ້
4	ວັນຈັກຕີ	50K+	 searches
	ນາຍອັກສູນຕີ່ວາພາກທຸນດອກໄວ້ ເນື້ອໃນ “ວັນຈັກຕີ່” 6 ພ.ອ. 2564 ໄທເອກີ້ - 12h ago		 ໃຫຍ້
5	ວັນຈັກຕີ່ 2564	10K+	 searches
	ນາຍອັກສູນຕີ່ວາພາກທຸນດອກໄວ້ ເນື້ອໃນ “ວັນຈັກຕີ່” 6 ພ.ອ. 2564 ໄທເອກີ້ - 12h ago		 ໃຫຍ້
6	ໂຄວີດ	10K+	 searches
	ໂຄວີດວັນນີ້ ຕີ່ເປົ້າເປັນເປົ້າ 250 ລາຍ ວິກາຍາການ 108 ປັນຍອດສອນ 29571 ລາຍ ໄທເອກີ້ - 20h ago		 ໃຫຍ້
7	ພິບທີ່ສີແດງ	10K+	 searches
	ບໍ່ຮັບເປົກຄະດີ ນາງການທີ່ເປົ້າແດງ ແກ້ໄສທີ່ລົດສົກສ້າ 14 ລັບ ໄທເອກີ້ - 18h ago		 ໃຫຍ້



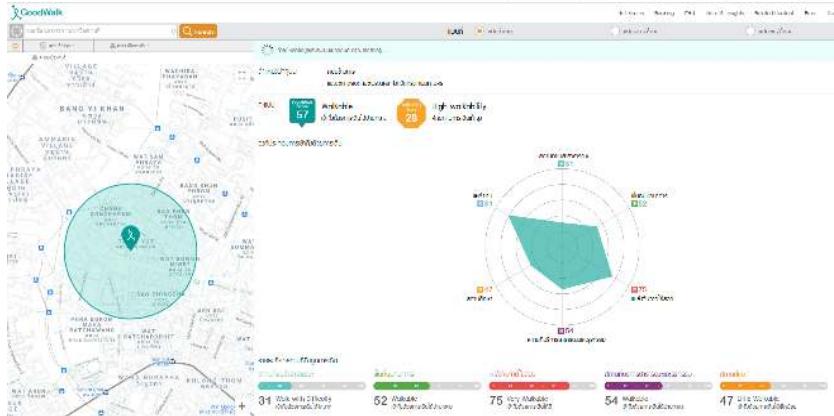
SOCIAL LISTENING

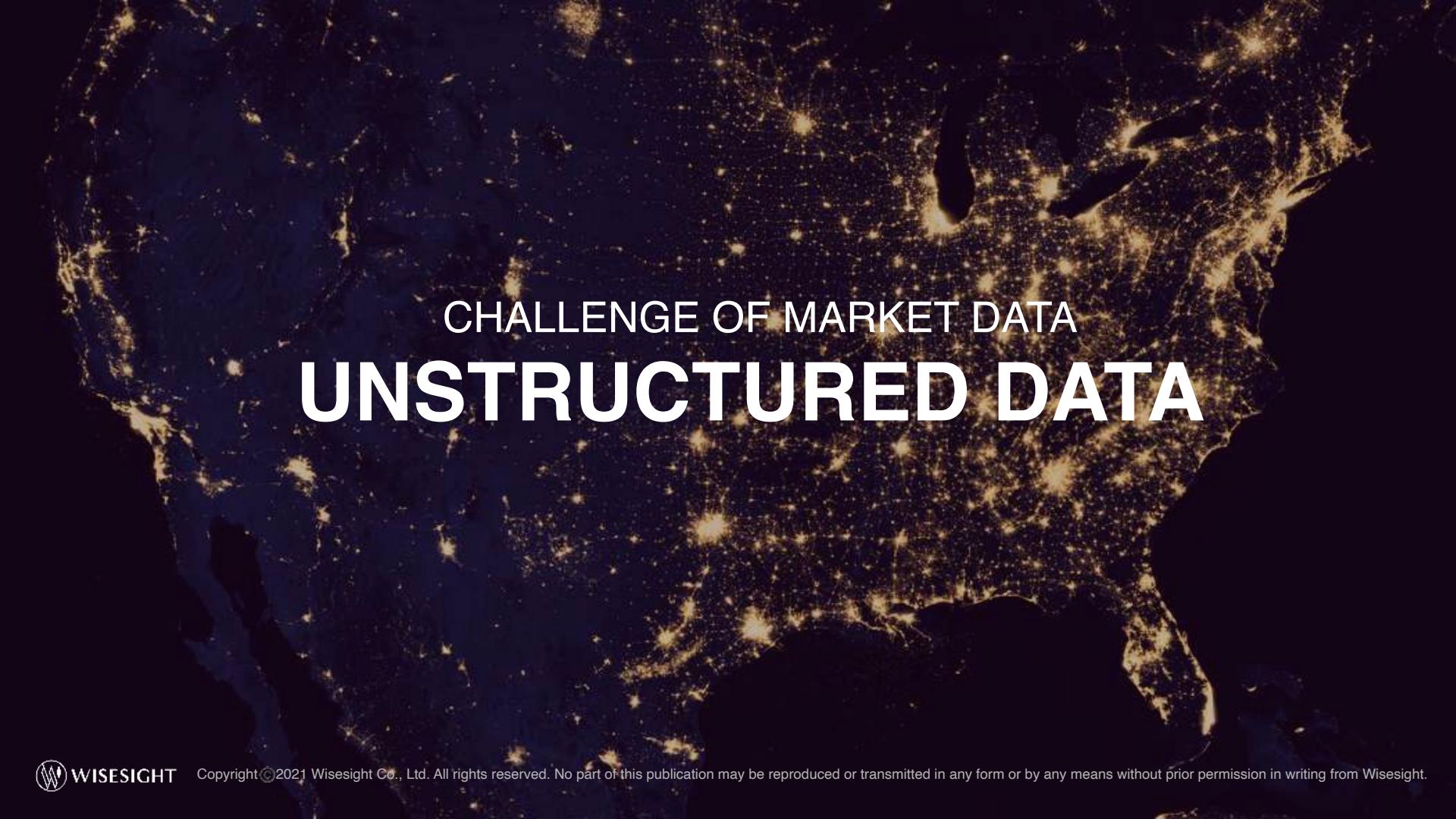


MARKETPLACE



OPEN GOVERNMENT DATA





CHALLENGE OF MARKET DATA **UNSTRUCTURED DATA**



HOW WE PROCESS **SENTIMENT**





HOW WE IDENTIFY BIG AMOUNT OF DATA

“

***INVEST IN TOOLS THAT FIT YOUR
MARKETING OBJECTIVES AND
CONTINUOUSLY OPTIMIZE IT***

”

KEY TAKEAWAY

1. **MARKET DATA** is important to what you do as a marketer.
2. Challenges in using MARKET DATA lie ahead, **skills and tools** are keys to efficiently handle them.
3. All business leaders use MARKET DATA, **start fast and become one of the leaders in the industry.**

GETTING STARTED WITH MARKET DATA

Kla Tangsuwan, CEO
Warat Wongmaneekit, CPO
Puttasak Tantisuttivet, Data Research Manager

Download the slide here



link.wisesight.com/ctc2021-panel